



## USDA/FAS TRADE SHOW TIDBITS

May 2009

### HAPPY MOTHERS DAY



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[www.fas.usda.gov/agexport/TS\\_WhatsHot.html](http://www.fas.usda.gov/agexport/TS_WhatsHot.html) and  
our 2009/2010 calendar at  
[www.fas.usda.gov/agx/trade\\_events/trade\\_events.asp](http://www.fas.usda.gov/agx/trade_events/trade_events.asp)

### ASIAN ACCENTS



#### Food & Hotel China (June 9-11, 2009)

**Beijing.** FHC 2009 offers opportunities for companies in the food and beverage sectors in Beijing and the North China marketplace. Held biennially, FHC 2007 welcomed over 6,000 trade-only visitors. Best market prospects include vegetable oil, seafood, breakfast cereals, frozen potatoes, wines, cheese, nuts, meat, dried fruits, lamb, pork, and beverages. Contact [Tobitha.Jones@fas.usda.gov](mailto:Tobitha.Jones@fas.usda.gov) or call 202-690-1182.

#### Food Taipei (June 23-26, 2009) Taiwan.

Food Taipei is the largest food and beverage show in Taiwan. Taiwan is the United States' 6<sup>th</sup> largest export market for food and agricultural

products. In 2008, 24 U.S. companies participated in the show which attracted over 26,000 Taiwanese professional buyers. Products in demand include fresh fruits and vegetables, selected dairy products, snack foods, poultry products, beef, wines, seafood, rice, tree nuts, health food, and juices. Contact [Tobitha.Jones@fas.usda.gov](mailto:Tobitha.Jones@fas.usda.gov) or call 202-690-1182.

#### Asia Fruit Logistica (Sept. 2-4, 2009) Hong Kong.

This event is a specialized trade show for the international fruit and vegetable trade in Asia. Last year the show attracted 215 exhibitors from 33 countries and nearly 4,000 trade visitors. Best market prospects include almonds, apples, grapes, citrus fruit, cherries, berries, ethnic & specialty vegetables, and ready-to-eat packaged vegetables. This regional show is the world's fastest growing market for fresh produce. Contact [Tobitha.Jones@fas.usda.gov](mailto:Tobitha.Jones@fas.usda.gov) or call 202-690-1182.

#### Food Ingredients Asia (Sept. 9-11, 2009)

**Bangkok, Thailand.** Recognized as the top meeting place for food ingredient suppliers, Fi Asia 2008 welcomed approximately 300 exhibitors from 33 countries and attracted over 7,000 food professionals from the entire Southeast Asia region. U.S. Pavilion exhibitors estimated over \$7 million in 12-month projected sales as a result of participating in the event. Best market prospects include specialty food ingredients, bakery, and snack ingredients. Contact [Sharon.Cook@usda.gov](mailto:Sharon.Cook@usda.gov) or call 202-720-3425.

**Asia Food Expo (Sept. 23-26, 2009)**

**Manila, Philippines (*Revised Date*)**. Asia Food Expo, held annually in Manila, is the Philippines' largest industry exhibition featuring food and beverage products and the latest food processing equipment. Asia Food Expo 2008 welcomed 560 exhibiting companies and 38,078 registered local and international trade buyers and visitors. Best market prospects include bakery, snack food and beverage ingredients and additives, natural and healthy food products, dairy consumer products and ingredients, pet food, juices, wines, beef, tree nuts and dried fruits. Contact [Sharon.Cook@usda.gov](mailto:Sharon.Cook@usda.gov) or call 202-720-3425.

**Food & Hotel Vietnam (Oct. 1-3, 2009)**

**Ho Chi Minh City (*Revised Date*)**. A U.S. Pavilion is being organized at the 5<sup>th</sup> edition of Food & Hotel Vietnam, a sourcing ground and networking trade event for food and hospitality trade professionals in Vietnam. The event will be held at the new venue of Saigon Exhibition and Convention Center. Food & Hotel Vietnam 2007 welcomed 8,374 trade professionals from all over Vietnam, an increase of 15 percent from the previous edition. It also featured 240 exhibiting companies from 22 countries/regions. Best market prospects include dairy products, chilled & frozen meat, frozen poultry, fresh fruits, snack foods, packaged foods (canned fruit and vegetables, canned meat, juices, condiments, sauces), dried fruits & tree nuts, wines, beer, and confectionary. Contact [Sharon.Cook@usda.gov](mailto:Sharon.Cook@usda.gov) or call 202-720-3425.

**HI Japan (Oct. 14-16, 2009) Tokyo, Japan.**

Japan continues to be a growing market for food ingredients especially those that offer health benefits. With more than 42,000 trade-only visitors in 2008, HI Japan is now the leading food ingredients show in Japan. Products with the best market prospects include functional and natural food ingredients, organic food ingredients, food additives, ingredients related to beauty and aging, and fermentation products such as brewed food ingredients. Contact [Anne.Almond@usda.gov](mailto:Anne.Almond@usda.gov) or call 202-690-2853. You may also visit [www.hijapan.info/eng](http://www.hijapan.info/eng).

**Hong Kong International Wine Fair (NEW!)**

**(Nov. 4-6, 2009)**. The 2008 Hong Kong International Wine Fair attracted 240 exhibitors from 25 countries and regions, and 8,758 trade visitors from 55 countries and regions, and was attended by over 10,000 public visitors on the final day. Products with the best market prospects include wines, beer, champagne, rice wine, soju, vodka, yellow wine, spirits, brandy, cocktails, sake, tequila, whisky and other alcoholic beverages. Contact [Tobitha.Jones@fas.usda.gov](mailto:Tobitha.Jones@fas.usda.gov) or call 202-690-1182.

**Food & Hotel China (Nov. 18-20, 2009)**

**Shanghai**. This is one of the largest food and beverage and hospitality shows in Asia attracting exhibitors from around the world and 19,000 buyers from the entire region. China is the largest food market in the world. This event provides an opportunity to meet China's leading distributors. Best market prospects include non-alcoholic beverages, canned and processed foods, confectionery, dairy products, food ingredients, fresh produce, gourmet food, health food, meat and poultry, seafood, wines, spirits, and beer. Visit [www.fhcchina.com](http://www.fhcchina.com). Contact [Tobitha.Jones@fas.usda.gov](mailto:Tobitha.Jones@fas.usda.gov) or call 202-690-1182.

**LATIN SWING**



**Alimentaria Mexico - *Returning!***

**(June 2-4, 2009) Mexico City**. This event is "the show" that retail buyers (approximately 11,000) attend to find products in the Mexican market. This show is an important event where exhibitors interact with chefs from Mexico's best restaurants and hotels. In 2007, a total of 13 U.S. companies participated in the event and reported \$2.5 million in 12-month projected sales. Best market products include seafood, fish, beef, lamb, veal, pork, poultry, frozen foods, organic foods, snacks, canned foods, nuts, wines, beers, juices, beverages, and dairy products. Contact [Tobitha.Jones@fas.usda.gov](mailto:Tobitha.Jones@fas.usda.gov) or call 202-690-1182.

**Exphotel (June 17-19, 2009) Cancun, Mexico.** Exphotel is Mexico's largest HRI show for the Mexican Caribbean region. A total of 35 U.S. companies participated in Exphotel 2008 and reported \$11.1 million in 12-month projected sales. In 2008, over 6,900 trade visitors attended. Best market prospects include seafood, beef cuts and variety meats, dairy products, fruit and vegetable juices, sauces and other condiments, fresh and processed fruits and vegetables, non-alcoholic and alcoholic beverages, wines, vegetable oils, frozen products, sugar and sweeteners, herbs and spices. Contact [Tobitha.Jones@fas.usda.gov](mailto:Tobitha.Jones@fas.usda.gov) or call 202-690-1182.

**SIAL Mercosur (August 25-27, 2009) Buenos Aires, Argentina.** This event, held annually, is the largest regional food show in South America. In 2008, 25,000 trade visitors attended the show, resulting in 56 promising contacts for 12 U.S. exhibitors. U.S. companies reported \$1.73 million in 12-month projected sales. Best market prospects include dairy products, confectionery, fresh fruit and vegetables, processed fruits and vegetables, tuna, pork and poultry, sauces, soup preparations, nuts, extracts, snack foods, candy, chewing gum, energy drinks, and coffee. Contact [Tobitha.Jones@fas.usda.gov](mailto:Tobitha.Jones@fas.usda.gov) or call 202-690-1182

**Abastur (Sept. 30-Oct. 2, 2009) Mexico City, Mexico.** Abastur is considered to be one of the largest trade shows for the hospitality industry in Mexico. In 2008, over 18,000 visitors, including top buyers and importers, attended the event. Best market prospects include beef, pork, dairy products, seafood, poultry products, snacks, food ingredients, fruit and vegetable juices, sauces and other condiments, fresh and processed fruits and vegetables, alcoholic and non-alcoholic beverages, vegetable oils, frozen products, sugar and sweeteners, herbs and spices. Contact [Tobitha.Jones@fas.usda.gov](mailto:Tobitha.Jones@fas.usda.gov) or call 202-690-1182.

**Americas Food & Beverage Show (Nov. 11-13, 2009) Miami, Florida.** The Americas Food & Beverage Show is a unique hemispheric event

that gives you exposure to U.S., Caribbean, Mexican, Central and South American buyers. Last year there were 188 U.S. companies and 106 foreign companies exhibiting; total actual and reported sales were \$108 million for all exhibitors. Products most sought were grocery products, beverages, exotic foods, meat, poultry and seafood. Contact [Pamela.Sherard@usda.gov](mailto:Pamela.Sherard@usda.gov) or call 202-720-7409. Also visit [www.americasfoodandbeverage.com/](http://www.americasfoodandbeverage.com/).

## EUROPE AND RUSSIA



### World Food Moscow (Sept. 15-18, 2009)

**Russia.** This event offers an excellent opportunity to introduce U.S. food products in Russia, one of the world's fastest growing markets. Last year, this show welcomed more than 1,300 exhibitors from 61 countries and attracted more than 45,000 visitors from all parts of Russia and many neighboring countries. The main U.S. Pavilion will be located in the Grocery Sector. There will also be a Pavilion in the Fish & Seafood Sector and in the Fruits & Vegetables Sector. Best market prospects include meat and poultry, fish and seafood, dried and fresh fruits, nuts, food ingredients, snacks, confectionery, prepared/canned foods, wines, dry beans and lentils, and popcorn. Contact [Sharon.Cook@usda.gov](mailto:Sharon.Cook@usda.gov) or call 202-720-3425.

**ANUGA (Oct. 10-14, 2009) Cologne, Germany.** ANUGA, held biennially in Cologne, Germany, is the world's largest food and beverage industry trade event. At ANUGA 2007, approximately 163,000 visitors from 175 countries and 6,795 visitors from 95 countries did business. The U.S. Pavilions at ANUGA was a successful platform for its 148 participants, generating an estimated \$9.8 million in on-site sales and over \$89 million in 12-month projected sales. **Special Note:** The Pavilion organizer will host a Webinar (Audio with PowerPoint slides) on

**Thursday, May 28, at 2 p.m. EST.** If you would like to learn more about ANUGA and the USA Pavilions, please register for the Webinar by contacting Veronica Woods at [v.woods@koelnmesse.de](mailto:v.woods@koelnmesse.de). You will be provided with the web address (link), dial-in number and pass code. The 20-minute Webinar will be followed by a question and answer period.

**Food Ingredients (Fi) Europe**  
**(Nov. 17-19, 2009) Frankfurt, Germany.**  
This biennial event connects the global food ingredients community in one place, enabling you to generate business and gain industry knowledge in a time and cost-effective manner. Only a few booths left! For more information, contact [Sharon.Cook@usda.gov](mailto:Sharon.Cook@usda.gov) or call 202-720-3425.

## THE LAND DOWN UNDER



**Fine Food Australia (Sept. 7-10, 2009) Sydney.** Fine Food is an international exhibition for the food, drink, and equipment industries and is the largest food industry event in the region. Fine Food attracts over 23,000 trade-only buyers and decision makers in the food importing, distribution, retail and catering industries. Best product prospects include organic and natural products, fruit/tea drinks, sports and energy drinks, fresh pasta sauce, frozen Asian foods, and nutritious snacks. Contact [Sharon.Cook@usda.gov](mailto:Sharon.Cook@usda.gov) or call 202-720-3425.

## AFRICAN ADVENTURE



**Filda Angola (June 4-7, 2009) Luanda.**  
This show is an international exhibition of food, drink, and vending. This event can be a great

opportunity to meet key buyers in this growing market. Best market prospects include vegetable oil, yogurt, olive oil, frozen vegetables, wines, beer, spirits, meat, frozen spent hens, frozen chicken quarters, seeds, and whole wheat flour. Contact [Tobitha.Jones@fas.usda.gov](mailto:Tobitha.Jones@fas.usda.gov) or call 202-690-1182.



## S-U-C-C-E-S-S!

**\$3.4 Million in Projected Sales at SIAL Montreal 2009.** SIAL Montreal took place in Montreal, Canada, April 1-3, 2009. This international annual food trade show attracts approximately 550 exhibitors and more than 12,400 visitors. Thirty-five companies participated in the USA Pavilion. These companies introduced over 300 products, had 240 serious contacts, and reported 12-month projected sales at approximately \$3.4 million. The next event is scheduled for April 21-23, 2010. For more information, contact [Sharon.Cook@usda.gov](mailto:Sharon.Cook@usda.gov).

**U.S. Exhibitors at Food & Hotel Indonesia 2009 Generate \$700,000 in Sales.** Food & Hotel Indonesia 2009 was held April 15-18, 2009, in Jakarta, Indonesia. The first time since 2001 FAS returned to Indonesia's most prestigious annual exhibition for the hotel, catering equipment, food and drink industry. The event attracted 18,600 trade visitors. Seven companies participated in the U.S. Pavilion to improve market presence, introduce new products, look for potential distributors, and identify market potential. U.S. products that attracted the most interest included beef, potato flakes and granules, dried eggs, flavored popcorn, and instant cappuccino. U.S. exhibitors projected \$700,000 in sales over the next 12 months and identified additional prospects for future sales. The U.S. Meat Export Federation organized a successful seminar directed towards Indonesian meat processors. For more information, contact [Sharon.Cook@usda.gov](mailto:Sharon.Cook@usda.gov).